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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1950

WEEK OF

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, MARCH 10, 1950		
Friday March 10 10:30 A.M.	PRESS PREVIEW OF FRENCH COLLECTION	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will present their French collection of dresses and millinery to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Friday March 10 1:00 P.M. Luncheon	TABLE DECOR & FASHIONS AT BENEFIT LUNCHEON	CAROLE STUPELL, LTD.; CEIL CHAPMAN	HOTEL PIERRE BALLROOM
	Premiere showing of table settings by Carole Stupell, integrated with fashions for each occasion, designed by Ceil Chapman. Hats--John Frederics. Dresses--B.H. Wragge. Negligees--Tewi. For benefit of School Settlement Association, Inc. Tickets (including tax and tip): $7.50. Carole Stupell Publicity: Carson-Ruff Associates, MU. 2-2055. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Saturday March 11 11:00 A.M.	SPRING FASHIONS FOR TEENAGERS	MARTIN'S (BROOKLYN)	5TH FLOOR
	Martin's will present Spring teenage fashions. Open to public. Publicity: Rita Dobbins, TR. 5-3100.		
	WEEK BEGINNING MONDAY, MARCH 13, 1950		
Monday March 13 10:30 A.M.	PRESS SHOWING OF PARIS COLLECTION	HENRI BENDEL	3RD FLOOR
	Presentation of Henri Bendel's French collection to the press. Attendance by invitation only. Publicity: Frances Anderson, CI. 7-1100.		
Monday March 13 1:00 P.M. Luncheon	SHOWING OF FASHIONS AT LUNCHEON SHOW	LA FONTAINE, INC.	HOTEL PLAZA PERSIAN ROOM
	La Fontaine presents custom-made Spring collection of casual afternoon and evening dresses during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. La Fontaine Publ.: Mary Marsh, PL. 9-2675. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday March 13 4:00 P.M. Cocktails	PRESS SHOWING OF SHOE COLLECTION	FRANK BROTHERS	9 EAST 57TH STREET STUDIO - 6TH FLOOR
	Frank Bros. will present Mico Vallini's Spring and Summer shoe collection to the press. By invitation only. Publ.: Molly Appleby, PL. 9-8630.		
Beginning Monday March 13- March 18	SOCIAL SCENE AT TURN OF THE CENTURY	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	A library research exhibit, illustrating social life and costumes of fifty years ago, with plates depicting women of fashion, actresses and leading figures of that era. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 14 12:30 P.M. Luncheon	"THE EASTER PARADE" AT LUNCHEON MEETING	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR B'WAY & 44TH STREET
	"United Fashions" will be discussed by Eleanor Lambert at the luncheon meeting of the Advertising Women of N.Y. There will be an Easter Parade of fashions by Mollie Parnis of Parnis-Livingston; hats by Mr. John. Price of luncheon: $3.75. Contact: Mabel Blake, Advertising Women, 1233 Sixth Avenue, CI. 5-4149.		
Tuesday March 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	SADA SACKS, INC. (671 MADISON AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
	"Spring Nocturne"--a presentation of Sada Sacks' original Spring collection during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sada Sacks Contact: TE. 8-5595. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Tuesday March 14 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR M. & MME. LESUR OF PARIS	EUGENE LEAHY (580 FIFTH AVENUE)	HOTEL PIERRE SAPPHIRE ROOM
	Eugene Leahy of Lesur, Inc. will invite the press and trade to meet M. and Mme. Lesur of Paris. M. Lesur, wool textile designer of Paris, is vice-president of the Franc-Dollar Committee. By invitation only. Contact: Eugene Leahy, CO. 5-0420.		
Tuesday March 14 7:15 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
	Second in series of two-hour sessions on "Fundamentals Of Publicity". A discussion of "News Publicity"--newspapers and wire services. Discussion leader: Austin Scannell, B.B.D. & O. Guest speaker: Jerry Walker, Managing Editor of "Editor & Publisher". Enrollment Fee: $10.00. Contact: Publicity Club, Hotel Shelton, PL. 5-4000; or, Ellen Lind, LU. 2-2250.		
Wednesday March 15 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Jessica Daves, editor of "Vogue", will report on the French collections. The Fashion Group will show a representative group of highlights from the Paris collections. Commentator: Bettina Ballard, Fashion Editor of "Vogue". Program chairman: Eleanor W. Howard. Price: $4.25 -- for members only. Contact: The Fashion Group, CI. 7-3940.		
Wednesday March 15 12:45 P.M. Luncheon	PRESENTATION OF SUMMER GOWNS AT LUNCHEON	MAISON BOUE SOEURS (9 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
	"Summer Charm"--a presentation of Summer gowns by Baroness D'Etreillis of Maison Boue Soeurs. Hats--Madame Gella. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday March 15 8:30 P.M.	"STIMULI FOR DESIGN"-- SECOND IN LECTURE SERIES	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
	Subject: "Looking Backward To Tomorrow...1850-1900", illustrated with color slides of changes in viewpoints of modern art. Three short films will be shown: "The Whirl of Life 1914" with Vernon and Irene Castle; "Our Dancing Daughters 1928" with Joan Crawford; "The Tango" with Rudolph Valentino. Tickets: $2.50 per lecture. Contact: Soc. of N.Y. Dress Designers, LA. 4-7950.		
March 15	FEDERAL INCOME TAX DUE (Wednesday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	RAZOOK'S, INC. (HOTEL PLAZA)	HOTEL PLAZA TERRACE ROOM
	Razook's will present a collection of Spring fashions including gowns, furs, millinery and accessories. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Razook's Contact: PL. 8-0207. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
March 17	ST. PATRICK'S DAY (Friday).		
Saturday March 18 2:30 P.M.-3:30 P.M.	SPRING AND SUMMER CUSTOM-ORDER COLLECTION	SYDELL; MARIE-YATES	PARK LANE HOTEL GRAND BALLROOM
	Sydell and Marie-Yates will present their Spring and Summer collections of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of the Minerva #25 Lodge of the United Order True Sisters, Inc. Hats--Rose Saphire. Furs--Van Syl. Contact: EL. 5-8729.		
Monday March 20 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	FARQUHARSON & WHEELOCK	HOTEL PLAZA PERSIAN ROOM
	Farquharson and Wheelock will present Spring fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.276. Farquharson & Wheelock Publicity-Commentator; and Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
	Annual all-star benefit show and fashion revue, with celebrities of radio, stage and screen. Tickets: $1.50 to $12.50. Contact: CI. 5-7400.		
Beginning Monday March 20-March 25	INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY OF N.Y.; & N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
	Theme of the Thirty-Fourth International Flower Show will be "Small Home Plantings", including 252 main classes for amateur and professional growers. Opening Mon., March 20 at 12:00 Noon; thereafter 10:00 A.M. to 10:30 P.M. Admission (tax included): $1.50 for adults; 75¢ for children. Publicity: Korbel and Colwell, PL. 9-7340.		
March 20	FIRST DAY OF SPRING (Monday)....(11:36 P.M.).		
Tuesday March 21 2:30 P.M.-3:30 P.M.	SHOWING OF CUSTOM-ORDER COLLECTION	SYDELL; MARIE-YATES	HOTEL ASTOR GRAND BALLROOM
	A presentation of Spring and Summer custom-order collection of suits, cocktail dresses, dinner and evening gowns by Sydell and Marie-Yates for the guests of the Rachael Bernstein League. Hats--Talbert. Furs--M. Weinstein. Contact: EL. 5-8729.		
Wednesday March 22 12:45 P.M. Luncheon	SPRING AND SUMMER FASHION AT LUNCHEON	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
	Spring and Summer fashions for all occasions will be shown during luncheon. Custom gowns--Bess McDowell Originals. Custom suits--Angelo Spano. Hats--Lily-Anne Originals, Inc. Suede Coats--Phil Sills. Custom bathing suits--Agnes Malone. Furs--Joseph Camins. Hair styles--Albert. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 22 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
	Spring fashions will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation, contact: "Albert", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Wednesday March 22 2:30 P.M.	PREVIEW: SALYMIL FASHIONS FOR SPRING	MILGRIM	4TH FLOOR
	Milgrim will present Salymil's Spring collection to press and customers. By invitation only. Publicity: Ruth Waltz, CI. 7-7200.		
Thursday March 23 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will present a press showing of fashions for Spring during breakfast. Show promptly at 9:30 A.M. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		
Thursday March 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday March 23 4:00 P.M.	VELVET, CORDUROY AND VELVETEEN FASHION SHOW	CROMPTON-RICHMOND CO.	RITZ-CARLTON HOTEL GRAND BALLROOM
	Second collection of Haute Couture fashions by Crompton-Richmond Co., with models in velvet, corduroy and velveteen from sixteen Paris couturiers; one, London; and eleven American custom designers. Imported fashions by Hardy Amies of London; and Pierre Balmain, Carven, Jean Desses, Christian Dior, Jacques Fath, Gres, Jacques Griffe, Jacques Heim, Hermes, Manguin, Marnier, Molyneux, Patou, Robert Piguet, and Schiaparelli, of Paris. American designers: Elizabeth Arden-Castillo, Fira Benenson, Hattie Carnegie, Oleg Cassini, Lilly Dache, Howard Greer, Edith Head, Mr. John, Don Loper, Elizabeth Phelps, and Valentina. Attendance by invitation only. Publicity: Murrow McCurnin, LO. 4-2900.		
Saturday March 25 1:00 P.M. Luncheon	JUNIOR MISS FASHIONS AT BENEFIT LUNCHEON	THE EDITH BECTON STUDIOS (131 RIVERSIDE DRIVE)	HOTEL PLAZA TERRACE ROOM
	The Star Dust classes of the Becton School of Dramatic Art will present children's and junior miss Spring and Summer dresses, sports clothes, suits, scarves, belts, bags and costume jewelry fashions at a luncheon show for the benefit of the N.Y. Heart Assoc. and the Assoc. for Help to Retarded Children. Clothes will be auctioned after the show. Fashions will be contributed by Jack Borgenicht; Callahan and Cohen; Ceil Chapman; Gotham; Jonathan Logan; Carolyn Schnurer; Touraine & Co.; and Youth Guild. Price: (including tax and tip): $3.00 for children; $4.00 for adults. Contact: EN. 2-7140.		
Monday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY SHOWING	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim will present a collection of Spring and Summer hats during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 27 4:00 P.M.-7:00 P.M. Cocktails	SHOWING OF ACCESSORIES MADE OF CARPETING	CARPET INSTITUTE	ST. REGIS HOTEL ROOF
	"The New Rug-ed Look"--the Carpet Institute will present accessories for women and men made from wool carpeting. Hats by Anita Andra; Braagaard; Hattie Carnegie; Cavanagh; Chanda; Robert Dudley; Emme; Peg Fischer; Walter Florell; Mary Goodfellow; Mr. John; Lenesta; Nicole de Paris; Laddie Northridge; Cesar Rubio; and Eve Tartar. Also, fashions for dogs will be shown. Guests: Stars of stage, screen and radio and fourteen breeds of champion and show dogs. Show for benefit of N.Y.C. Cerebral Palsy Campaign. Tickets: $5.00. Press by invitation. Contact: Elizabeth D. Catlin of Fred Eldean Organization, EL. 5-7651.		
Tuesday March 28 1:00 P.M. Luncheon	PRESENTATION OF SPRING FASHIONS	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
	Jonai will show a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publ.:Marion Morrison,MU.8-3000.		
Wednesday March 29 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	Dein-Bacher will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Wednesday March 29 8:30 P.M.	"STIMULI FOR DESIGN"--THIRD IN LECTURE SERIES	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
	Subject: "Looking Backward To Tomorrow....1900-1950"--an illustrated talk on cubism and abstract art; surrealism and fantasy. Three experimental films will be presented: "Ballet Mecanique" (1924); "Le Chien Andaloy" (1929); "Carmen 1933". Tickets: $2.50. Contact: Society of N.Y. Dress Designers, LA. 4-7950.		
Thursday March 30 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	STEIN & BLAINE	HOTEL PLAZA TERRACE ROOM
	Presentation of Stein & Blaine originals and interpretations of Paris creations during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Stein and Blaine Contact: Betty Greenburg, PL. 3-7700. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
April 1	CANCER FUND MONTH (April 1-April 30).		
April 2	PALM SUNDAY.		
April 2	PASSOVER--FIRST DAY (Sunday).		
April 2	HOLY WEEK (April 2-April 9).		
Tuesday April 4 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Ready-To-Wear Division of The Fashion Group will have a luncheon meeting. More details later. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 5 1:00 P.M. Luncheon	LATE SPRING AND SUMMER FASHIONS AT LUNCHEON	CLAIRE McCARDELL	WALDORF-ASTORIA SERT ROOM
	Claire McCardell will present her late Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Claire McCardell Contact: Joan Pawlick, LO. 4-2155. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
April 9	EASTER SUNDAY.		
Beginning Monday April 10-April 16	"LACE FESTIVAL"--SPRING 1950	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
	"April Is The Month Of The Lace Festival", sponsored by The Lace Institute, manufacturers and importers of laces. Publicity: Gladys Steiner, MU. 9-1630.		
Wednesday April 12 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	CEIL CHAPMAN	WALDORF-ASTORIA SERT ROOM
	Ceil Chapman will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Contact at Ceil Chapman: Alto Schifrine, LA. 4-5800. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Thursday April 13 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will present an exhibit of Fall fabrics at the luncheon meeting of the Fabrics Division. More details later. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, CI. 7-3940.		
Wednesday April 19 1:00 P.M. Luncheon	FASHIONS FOR SPRING DURING LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Russeks will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Monday April 24 10:30 P.M.	AMERICAN DESIGNERS' BALL FOR CANCER WELFARE FUND	AMERICAN DESIGNERS' BALL COMM. FOR CANCER FUND	WALDORF-ASTORIA GRAND BALLROOM
	Over one hundred leading designers, representatives of thirteen fashion categories, will predict styles for 1951. An "Anatole" trophy will be awarded for the most outstanding design in each field of apparel. Honorary Chairman: Mrs. Wendell Willkie. Chairman: Fashion and Design Committee: Princess Cathleen Obolensky. Apparel Committee Chairmen: Couturiers--Sophie of Saks Fifth Avenue. Coats and suits--Jo Copeland of Pattulo Modes. Hats--Mr. John. Shoes--David Evins. Furs--Sol Vogel. Playtogs--Kenn Barr. Sportswear--Carolyn Schnurer. Handbags--Richard Koret. Lingerie--Thea Tewi. Costume Jewelry--Michael Chernow. Children's Dresses--Suzanne Godart. Dresses--Jane Derby. Junior Miss-Jack Horwitz, of Horwitz & Duberman. Members of the N.Y. fashion press will be honorary guests. Tickets: $25.00, available at Cancer Welfare Fund, Inc., 350 Fifth Avenue, LO. 4-2740, or, American Designers' Ball Comm. Headquarters, Hotel Plaza, Suite 1746, PL. 9-3000. Contact: Dorothy Waring of Mr. M. Gilman, LO. 4-2740.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday April 25- April 26	ANNUAL KNITTED OUTERWEAR SESSION	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
	The National Knitted Outerwear Association will hold its thirty-second annual convention at the Waldorf-Astoria in conjunction with the Knitting & Allied Crafts Exposition at the 71st Regiment Armory. Banquet on Wednesday, April 26: $12.50 (including tax). Contact: Arthur Tarshis, Expositions for Trades, Inc., LU. 2-4627; or Carl Reichman, National Knitted Outerwear Association, MU. 3-7520.		
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
	The National Cotton Council will sponsor the National Cotton Week, with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, National Cotton Council, 271 Church St., WO. 4-2521.		
Tuesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC.	HOTEL BILTMORE BALLROOM
	The Cosmetics Division of The Fashion Group will hold a luncheon meeting and brief show. More details later. Price (including tax and tip):$3.50 for members; $3.75 for guests. Contact: The Fashion Group, CI. 7-3940.		
Wednesday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will show Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Wednesday May 10 1:00 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS AT LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Russeks will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Beginning Monday May 15- May 20	NATIONAL IRISH LINEN WEEK	THE IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
	The Irish Linen Guild will inaugurate an annual program, National Irish Linen Week, to promote linen merchandise including men's and women's ready-to-wear, piece goods, handkerchiefs and household accessories. Contact: Eleanor Rowlands or Lucy Brown, Rowlands Assoc., LE. 2-9292.		
Tuesday May 16 12:30 P.M. Luncheon	PREVIEW: FALL & WINTER BACK-TO-SCHOOL LINGERIE	M.C. SCHRANK CO. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	M. C. Schrank Co. will invite the press and trade to a preview of Fall and Winter back-to-school lingerie fashions. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4281.		
Thursday May 18 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
	Exhibit of fashion designs and annual fashion show will be given by students of the Dept. of Costume Designs. Admission: $1.20, afternoon; evening, $2.40. Contact: Elizabeth Wenig, PL. 8-2943.		

MUSIC...MOVIES...THEATRE

Week Of March 13	SEVENTEENTH WEEK, METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Mon. Eve., March 13: Verdi's LA TRAVIATA. Thurs. Eve., March 16: Puccini's LA BOHEME. Fri. Eve., March 17: Bizet's CARMEN. Sat. Mat., March 18: Wagner's DIE WALKUERE. Sat. Eve., March 18: Donizetti's LUCIA DI LAMMERMOOR. Publicity: Margaret Carson, PE. 6-1200.
Wednesday March 15	OPENING: "THE CONSUL" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY Chandler Cowles and Efrem Zimbalist, Jr. present a new musical drama, the story of desperate people defeated by the inhuman machine of a consular office in a nameless European country of today, written and directed by Gian-Carlo Menotti. Stars: Marie Powers and Patricia Neway. Settings: Horace Armistead. Lighting: Jean Rosenthal. Costumes: Grace Houston. Publicity: G. & D. Ross, BR. 9-5906.
Wednesday March 15	PREMIERE: "FRANCIS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD STREET Universal-International release of film about an army mule and comic adventures through its ability to talk. Stars: Donald O'Connor and Patricia Medina. Producer: Robert Arthur. Director: Arthur Lubin. Wardrobe: Rosemary Odell. Publicity: Lowell Benedict, PL. 9-8000.
Beginning Wednesday March 15	N.Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH STREET Wed. Eve., March 15: CONCERTO BAROCCO, DIVERTIMENTO, PAS DE DEUX ROMANTIQUE, THE DUEL, JONES BEACH. Thurs. Eve., March 16: SERENADE, ILLUMINATIONS, PAS DE DEUX ROMANTIQUE, FIREBIRD. Fri. Eve., March 17: THE GUESTS, PRODIGAL SON, SYMPHONY IN C. Sat. Eve., March 18: JINX, DIVERTIMENTO, ORPHEUS, BOURREE FANTASQUE. Sun. Mat., March 19: CONCERTO BAROCCO, ILLUMINATIONS, THE DUEL, BOURREE FANTASQUE. Sun. Eve.: AGE OF ANXIETY, FIREBIRD, JONES BEACH. Publicity: Philip Bloom, CH. 4-5185.
Thursday March 16	PREMIERE: "A WOMAN OF DISTINCTION" (Movie) RADIO CITY, 6TH AVE.& 50TH ST. Columbia Pictures' comedy about a dean of a woman's college who is interested only in her career, until a young professor joins the faculty. Stars: Ray Milland, Rosalind Russell and Edmund Gwenn. Producer: Buddy Adler. Director: Edward Buzzell. Gowns: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
Tuesday March 21 8:45 P.M.	OPENING: "ONE MAN SHOW" CARNEGIE HALL, 7TH AVE. & 57TH ST. Eddie Cantor will make a personal appearance for one evening in a two-hour panorama of his varied 40-year career in show business. Tickets: $1.80-$3.60 (including tax). Publicity: G. & D. Ross, BR. 9-5906.
Thursday March 23	OPENING: "GREAT TO BE ALIVE" WINTER GARDEN, B'WAY & 50TH STREET Vinton Freedley, Anderson Lawler and Russell Market will present a song and dance comedy set in an old Colonial house and involving blithe spirits with modern merry mortals. Cast includes: Vivienne Segal, Stuart Erwin, Valerie Bettis, Mark Dawson, Martha Wright and Bambi Linn. Director: Mary Hunter. Settings and costumes: Stewart Chaney. Publicity: Karl Bernstein, CI. 6-0427.
Monday March 27	OPENING: "THE WISTERIA TREES" MARTIN BECK THEATRE, 45TH W. OF 8TH AVE. Joshua Logan presents his version of "The Cherry Orchard", set in New Orleans in 1880. Cast includes Helen Hayes, Walter Abel, Ken Smith and Peggy Conklin. Director: Joshua Logan. Settings: Jo Mielziner. Costumes: Lucinda Ballard. Publicity: Leo Freedman, CH. 4-7250.